

Your Action Item Challenge

Choose one item each day and do it! No excuses. Post a photo of yourself doing it or tell us about it on social media using the hashtag #WSSup.

1. Prepare a phone greeting for the next time someone calls you. Instead of the usual "hello", think about how you can make someone feel welcomed and put them in a positive frame of mind.
2. Choose one marketing method that you're already using - like blogging or posting to Facebook. Ask yourself what one thing you can change to make it better. Do it.
3. Try using Pinterest promoted pins. For a few dollars you can see what kind of traffic or even sales it brings to your website. (Thanks to [Wade Harman](#))
4. Ask someone on your team about their last customer interaction. What was good about it? What can be improved? Use that to make your customer service better.
5. Update your LinkedIn profile so it reflects your current accomplishments and experience. Leave out the résumé and go for a personal introduction to you, instead. Who do you help and why do you love it?
6. Ask one client for a testimonial, whether written or video. Post it on your website.
7. Connect with someone on LinkedIn. Don't use the generic connection request. Personalize it so it says something about your relationship.
8. Choose one person and make them your hero for the day. Promote them all over social media, talk to them and get to know them better. Find out what you can do to help someone else move forward. (Thanks to [Mark Traphagen](#))
9. Turn off your computer and phone and all your digital devices. Read a book.
10. Make a list of what inspires you to be more productive, whether that's getting exercise or just getting out of the office to work in a coffee shop. Work one of those into your routine.

11. Pick one relaxing activity and do it. Stop working, stop thinking about work and give yourself time to reenergize.
12. Try the Pomodoro technique. Set a timer for 25 minutes and focus on one task and one task only.
13. Make a list of the activities that you spend time on regularly. That may be phone calls, emails, Facebook, or any number of business tasks. Decide whether they are all necessary and whether there are any you can eliminate or delegate.
14. Take a photo of yourself "behind the scenes" at work and post it on social media so people can get to know the real you behind your business.
15. Choose one client and show your appreciation for them. Send an email, a card, a small gift. Let that client know you enjoy the relationship and you're grateful for the business.
16. Create a "scavenger hunt" for your website. Make a list of things that people should easily be able to find – like your phone number, pricing, latest blog post. Then ask someone to find the items on your list and see if they can do it quickly. If not, fix that!
17. Call one of your current clients with a status update or just to check in and see if they have any questions. This should be someone you're not planning to call anyway!
18. Reach out to one prospect who you haven't heard from in a while and see if they'd be interested in reopening a conversation. If not, ask if there is anyone you can refer to them whose services they may need.
19. Look at the contact form on your website. Ask yourself whether you're asking the right questions. Are you asking for too much? Or leaving things so vague that you never know what people really want? Remove anything you don't need, add what you do.
20. Pick a time tracking tool and give it a try. Track everything, even if you're not billing hourly – or not billing for it at all. See how long it really takes you to do things, where you're wasting time or where you need to devote more.
21. Find out if your website is being backed up. Be sure you know where and how often. If not, resolve that immediately.
22. Call a business coach and set up an interview. See if they can help you reach your goals for the next year.

23. Sign up for a free trial at Lynda.com. Check out their marketing, business and productivity courses and decide whether they can help you move forward.
24. Do a brain dump. Sit down and make a list of everything you have to do – everything! From buying groceries to folding laundry to calling a client to writing a blog post. If it's in your brain, get it out. You can categorize and prioritize later.
25. Try paper. If you're used to typing everything into your computer, try writing it down instead. See how that affects your mindset, creativity and productivity.
26. Find someone who is wearing a t-shirt with the name of a company. Whether you're standing in line at the coffee shop or waiting for the bus, ask that person about that business. (Thanks to [Paul Scharff](#))
27. Find your local BNI networking group. Plan a day to visit a meeting.
28. Work on your elevator pitch. Write down specifically who you help and what you help them do. Focus on the problem you solve and not necessarily the job you perform.
29. Ask one person to leave your business a Google review.
30. Choose one business that you enjoyed working with and leave them a Google review.
31. Find a podcast in your niche and ask to be a guest. Make a good pitch with a relevant idea to share with that podcast's audience.
32. Remove people from your Facebook or Twitter stream who don't contribute positively to your life. You can unfollow, delist, unfriend or block, but you don't have to participate.
33. Comment on one person's blog who you admire. Add something thoughtful to the conversation.
34. Write down a description of your customer avatar. Be specific: who is this person? What is their age, gender, social status? What are their hobbies, interests, fears? What about their family? You can have more than one avatar but you should feel like you actually know this person.
35. Start a mastermind. Choose two or three business people who you trust and schedule a weekly, biweekly or monthly phone call (or meeting in person!) to discuss your businesses. Bring your challenges and successes and use

- the group to bounce your ideas off of and to get insights into your problems. Try to get people from different industries for diverse perspectives.
36. Update your social profile photo to one that's current. No more kids, cats or old high school shots.
 37. Buy a box of crayons and have fun.
 38. Set up an account for [IFTTT](#) (If This Then That) and experiment with one "recipe" for an automated task.
 39. Check your credit card statement and ask yourself whether you're using all the apps/services/products you signed up for. Cancel any recurring charges for things you don't use.
 40. Start a new Pinterest board for your business. It could be products, behind the scenes, blog posts – anything.
 41. Look at your email list and see if there is anyone on it who has not opened or read your emails in a long time. Send a specific campaign out to those people to reconnect. If they don't, purge your list.
 42. Pick one thing about your industry that you feel strongly about – whether you love it or hate it. Get on your soapbox about it, especially if you're afraid of what people will say!
 43. Write a blog post directed toward one specific person. You don't have to make it overt, but choose a question, a complaint or an opinion and speak directly to it.
 44. Get to Inbox Zero. Go through all your emails and decide what needs to be done about each one. Answer, delegate, delete, or schedule a task.
 45. Try a Facebook ad campaign. Run two ads and change one thing – the photo, the headline, the call to action. See which one performs better and see what you can learn from it.
 46. Make a list of the questions you're most commonly asked by prospects and customers. Answer one of them in a blog post, especially if you're afraid to say it out loud. ("How much does it cost?" is one people often don't want to discuss.)
 47. Sign up for a trial of [MOZ pro](#). Run a report on your website and see what errors and suggestions come up. Improve your site.
 48. Turn off your computer and get some exercise. You don't even have to break a sweat. Just go out for a walk, throw a ball around with your kids, do a little

- gardening or ride your bike.
49. **Google yourself.** Bookmark any websites where you have a profile or contact information. Schedule time to visit each one and update any profiles that are incorrect, out of date or inconsistent with where you are now.
 50. **Write down something "big" that you want to do.** Start a podcast? Hire a VA? Write a book? Take one action to get you closer to doing it.

How did you do? Do you have any action items to add? Post it with the hashtag #WSSup and we'll mention it on one of our podcasts!